

This listing of claims will replace all prior versions,  
and listings, of claims in the application:

Claims 1-6 (canceled)

1 Claim 7 (currently amended): A method comprising:  
2 a) accepting search query information including a  
3 word;  
4 b) determining one or more words related to the word  
5 included in the accepted search query;  
6 c) generating, automatically, an item request  
7 including  
8 i) the word included in the accepted search  
9 query, and  
10 ii) the one or more words determined to be  
11 related to the word included in the accepted  
12 search query;  
13 d) retrieving items using the item request;  
14 e) determining a score for each of the retrieved  
15 items;  
16 f) adjusting the scores of any items retrieved on the  
17 basis of the one or more words determined to be  
18 related to the word included in the accepted search  
19 query relative to any items retrieved on the basis of  
20 the word included in the accepted search query to  
21 generate adjusted scores; and  
22 g) serving at least some of the items to a client  
23 device for rendering to a user, wherein the serving is  
24 controlled, at least in part, using the adjusted  
25 scores,  
26 wherein the retrieved items are advertisements  
27 and wherein the act of determining a score for each of the

28 retrieved items uses at least one of ad performance  
29 information and ad price information.

1 Claim 8 (original): The method of claim 7 wherein the act  
2 of adjusting the scores includes decreasing the scores.

1 Claim 9 (original): The method of claim 7 wherein the act  
2 of adjusting the scores includes multiplying each of the  
3 scores by a multiplier that is less than one.

1 Claim 10 (previously presented): The method of claim 9  
2 further comprising:  
3 h) updating the multiplier using performance  
4 information.

Claim 11 (canceled)

1 Claim 12 (previously presented): The method of claim 10  
2 wherein the performance information includes ad selection  
3 information.

1 Claim 13 (previously presented): The method of claim 10  
2 wherein the performance information includes ad conversion  
3 information.

1 Claim 14 (original): The method of claim 10 wherein the  
2 act of updating the multiplier is performed using a  
3 function that causes the updated multiplier to converge to  
4 observed user behavior relevant to performance divided by  
5 predicted user behavior relevant to performance.

1 Claim 15 (original): The method of claim 10 wherein the  
2 act of updating the multiplier is performed using the  
3 formula:

$$4 \quad \text{updated\_multiplier} = \frac{N \cdot \text{initial\_multiplier} + \text{observed\_user\_behavior}}{N + \text{naively\_predicted\_user\_behavior}}$$

5 wherein N is a number.

1 Claim 16 (original): The method of claim 15 wherein the  
2 user behavior is selection.

1 Claim 17 (original): The method of claim 15 wherein the  
2 user behavior is conversion.

Claim 18 (canceled)

1 Claim 19 (currently amended): A method comprising:  
2 a) accepting search query information including a  
3 word;  
4 b) determining one or more words related to the word  
5 included in the accepted search query;  
6 c) generating, automatically, an item request  
7 including  
8 i) the word included in the accepted search  
9 query, and  
10 ii) the one or more words determined to be  
11 related to the word included in the accepted  
12 search query;  
13 d) retrieving items using the item request;  
14 e) determining a score for each of the retrieved  
15 items;  
16 f) adjusting the scores of any items retrieved solely  
17 on the basis of the one or more words determined to be

18 related to the word included in the accepted search  
19 query relative to any items retrieved on the basis of  
20 the word included in the accepted search query to  
21 generate adjusted scores; and  
22 g) serving at least some of the items to a client  
23 device for rendering to a user, wherein the serving is  
24 controlled, at least in part, using the adjusted  
25 scores,  
26 wherein the retrieved items are advertisements  
27 and wherein the act of determining a score for each of the  
28 retrieved items uses at least one of ad performance  
29 information and ad price information.

1 Claim 20 (original): The method of claim 19 wherein the  
2 act of adjusting the scores includes decreasing the scores.

1 Claim 21 (original): The method of claim 19 wherein the  
2 act of adjusting the scores includes multiplying each of  
3 the scores by a multiplier that is less than one.

1 Claim 22 (previously presented): The method of claim 21  
2 further comprising:  
3 h) updating the multiplier using performance  
4 information.

Claim 23 (canceled)

1 Claim 24 (previously presented): The method of claim 22  
2 wherein the performance information includes ad selection  
3 information.

1 Claim 25 (previously presented): The method of claim 22  
2 wherein the performance information includes ad conversion  
3 information.

1 Claim 26 (original): The method of claim 22 wherein the  
2 act of updating the multiplier is performed using a  
3 function that causes the updated multiplier to converge to  
4 observed user behavior relevant to performance divided by  
5 predicted user behavior relevant to performance.

1 Claim 27 (original): The method of claim 22 wherein the  
2 act of updating the multiplier is performed using the  
3 formula:

$$4 \quad \text{updated\_multiplier} = \frac{N \bullet \text{initial multiplier} + \text{observed\_user\_behavior}}{N + \text{predicted\_user\_behavior}}$$

5 wherein N is a number.

1 Claim 28 (original): The method of claim 27 wherein the  
2 user behavior is selection.

1 Claim 29 (original): The method of claim 27 wherein the  
2 user behavior is conversion.

Claims 30-31 (canceled)

1 Claim 32 (currently amended): A method comprising:  
2 a) accepting search query information including a  
3 word;  
4 b) determining one or more words related to the word  
5 included in the accepted search query;  
6 c) generating, automatically, an item request  
7 including

8 i) the word included in the accepted search  
9 query, and  
10 ii) the one or more words determined to be  
11 related to the word included in the accepted  
12 search query;  
13 d) retrieving items using the item request;  
14 e) determining a score for each of the retrieved  
15 items, wherein a score component is adjusted for any  
16 items retrieved on the basis of the one or more words  
17 determined to be related to the word included in the  
18 accepted search query relative to any items retrieved  
19 on the basis of the word included in the accepted  
20 search query; and  
21 f) transmitting at least some of the retrieved items  
22 towards a client device for rendering to a user,  
23 wherein the retrieved items are advertisements  
24 and wherein the score component is at least one of ad  
25 performance information and ad price information.

1 Claim 33 (original): The method of claim 32 wherein the  
2 act of adjusting the score component includes decreasing  
3 the score component.

1 Claim 34 (original): The method of claim 32 wherein the  
2 act of adjusting the score component includes multiplying  
3 the score component by a multiplier that is less than one.

1 Claim 35 (previously presented): The method of claim 34  
2 further comprising:

3 g) updating the multiplier using performance  
4 information.

Claim 36 (canceled)

1 Claim 37 (previously presented): The method of claim 35  
2 wherein the performance information includes ad selection  
3 information.

1 Claim 38 (previously presented): The method of claim 35  
2 wherein the performance information includes ad conversion  
3 information.

1 Claim 39 (original): The method of claim 35 wherein the  
2 act of updating the multiplier is performed using a  
3 function that causes the updated multiplier to converge to  
4 observed user behavior relevant to performance divided by  
5 predicted user behavior relevant to performance.

1 Claim 40 (original): The method of claim 35 wherein the  
2 act of updating the multiplier is performed using the  
3 formula:

4 
$$\text{updated\_multiplier} = \frac{N \cdot \text{initial\_multiplier} + \text{observed\_user\_behavior}}{N + \text{naively\_predicted\_user\_behavior}}$$

5 wherein N is a number.

1 Claim 41 (original): The method of claim 40 wherein the  
2 user behavior is selection.

1 Claim 42 (original): The method of claim 40 wherein the  
2 user behavior is conversion.

Claims 43-52 (canceled)

1 Claim 53 (currently amended): Apparatus comprising:

- 2 a) an input for accepting search query information  
3 including a word;  
4 b) means for determining one or more words related to  
5 the word included in the accepted search query;  
6 c) means for generating, automatically, an item  
7 request including  
8 i) the word included in the accepted search  
9 query, and  
10 ii) the one or more words determined to be  
11 related to the word included in the accepted  
12 search query;  
13 d) means for retrieving items using the item request;  
14 e) means for determining a score for each of the  
15 retrieved items;  
16 f) means for adjusting the scores of any items  
17 retrieved on the basis of the one or more words  
18 determined to be related to the word included in the  
19 accepted search query relative to any items retrieved  
20 on the basis of the word included in the accepted  
21 search query to generate adjusted scores; and  
22 g) means for serving at least some of the items to a  
23 client device for rendering to a user, wherein the  
24 serving is controlled, at least in part, using the  
25 adjusted scores,  
26 wherein the retrieved items are advertisements  
27 and wherein the means for determining a score for each of  
28 the retrieved items use at least one of ad performance  
29 information and ad price information.

1 Claim 54 (previously presented): The apparatus of claim 53  
2 wherein the means for adjusting use a multiplier, the  
3 apparatus further comprising:



- 4 h) means for updating the multiplier using  
5 performance information.

Claim 55 (canceled)

- 1 Claim 56 (previously presented): The apparatus of claim 54  
2 wherein the performance information includes ad selection  
3 information.

- 1 Claim 57 (previously presented): The apparatus of claim 54  
2 wherein the performance information includes ad conversion  
3 information.

- 1 Claim 58 (original): The apparatus of claim 54 wherein the  
2 means for updating the multiplier use a function that  
3 causes the updated multiplier to converge to observed user  
4 behavior relevant to performance divided by predicted user  
5 behavior relevant to performance.

- 1 Claim 59 (original): The apparatus of claim 54 wherein the  
2 means for updating the multiplier use the formula:

3 
$$\text{updated\_multiplier} = \frac{N \bullet \text{initial\_multiplier} + \text{observed\_user\_behavior}}{N + \text{naively\_predicted\_user\_behavior}}$$

- 4 wherein N is a number.

- 1 Claim 60 (original): The apparatus of claim 59 wherein the  
2 user behavior is selection.

- 1 Claim 61 (original): The apparatus of claim 59 wherein the  
2 user behavior is conversion.

Claim 62 (canceled)

1 Claim 63 (currently amended): Apparatus comprising:  
2 a) an input for accepting search query information  
3 including a word;  
4 b) means for determining one or more words related to  
5 the word included in the accepted search query;  
6 c) means for generating, automatically, an item  
7 request including  
8 i) the word included in the accepted search  
9 query, and  
10 ii) the one or more words determined to be  
11 related to the word included in the accepted  
12 search query;  
13 d) means for retrieving items using the item request;  
14 e) means for determining a score for each of the  
15 retrieved items;  
16 f) means for adjusting the scores of any items  
17 retrieved solely on the basis of the one or more words  
18 determined to be related to the word included in the  
19 accepted search query relative to any items retrieved  
20 on the basis of the word included in the accepted  
21 search query to generate adjusted scores; and  
22 g) means for serving at least some of the items to a  
23 client device for rendering to a user, wherein the  
24 serving is controlled, at least in part, using the  
25 adjusted scores,  
26 wherein the retrieved items are advertisements  
27 and wherein the means for determining a score for each of  
28 the retrieved items uses at least one of ad performance  
29 information and ad price information.

1 Claim 64 (original): The apparatus of claim 63 wherein the  
2 means for adjusting uses a multiplier, the apparatus  
3 further comprising:

4 g) means for updating the multiplier using  
5 performance information.

Claim 65 (canceled)

1 Claim 66 (previously presented): The apparatus of claim 64  
2 wherein the performance information includes ad selection  
3 information.

1 Claim 67 (previously presented): The apparatus of claim 64  
2 wherein the performance information includes ad conversion  
3 information.

1 Claim 68 (original): The apparatus of claim 64 wherein the  
2 means for updating the multiplier use a function that  
3 causes the updated multiplier to converge to observed user  
4 behavior relevant to performance divided by predicted user  
5 behavior relevant to performance.

1 Claim 69 (original): The apparatus of claim 64 wherein the  
2 means for updating the multiplier use the formula:

3 
$$\text{updated\_multiplier} = \frac{N \bullet \text{initial\_multiplier} + \text{observed\_user\_behavior}}{N + \text{predicted\_user\_behavior}}$$

4 wherein N is a number.

1 Claim 70 (original): The apparatus of claim 69 wherein the  
2 user behavior is selection.

1 Claim 71 (original): The apparatus of claim 69 wherein the  
2 user behavior is conversion.

Claims 72-73 (canceled)

1 Claim 74 (currently amended): Apparatus comprising:  
2 a) an input for accepting search query information.  
3 including a word;  
4 b) means for determining one or more words related to  
5 the word included in the accepted search query;  
6 c) means for generating, automatically, an item  
7 request including  
8 i) the word included in the accepted search  
9 query, and  
10 ii) the one or more words determined to be  
11 related to the word included in the accepted  
12 search query;  
13 d) means for retrieving items using the item request;  
14 e) means for determining a score for each of the  
15 retrieved items, wherein a score component is adjusted  
16 for any items retrieved on the basis of the one or  
17 more words determined to be related to the word  
18 included in the accepted search query relative to any  
19 items retrieved on the basis of the word included in  
20 the accepted search query; and  
21 f) means for transmitting at least some of the  
22 retrieved items towards a client device for rendering  
23 to a user,  
24 wherein the retrieved items are advertisements  
25 and wherein the score component is at least one of ad  
26 performance information and ad price information.

1 Claim 75 (previously presented): The apparatus of claim 74  
2 wherein the score component is adjusted using a multiplier,  
3 the apparatus further comprising:  
4 g) means for updating the multiplier using  
5 performance information.

Claim 76 (canceled)

1 Claim 77 (previously presented): The apparatus of claim 75  
2 wherein the performance information includes ad selection  
3 information.

1 Claim 78 (previously presented): The apparatus of claim 75  
2 wherein the performance information includes ad conversion  
3 information.

1 Claim 79 (original): The apparatus of claim 75 wherein the  
2 means for updating the multiplier use a function that  
3 causes the updated multiplier to converge to observed user  
4 behavior relevant to performance divided by predicted user  
5 behavior relevant to performance.

1 Claim 80 (original): The apparatus of claim 75 wherein the  
2 means for updating the multiplier use the formula:

3 
$$\text{updated\_multiplier} = \frac{N \cdot \text{initial\_multiplier} + \text{observed\_user\_behavior}}{N + \text{naively\_predicted\_user\_behavior}}$$

4 wherein N is a number.

1 Claim 81 (original): The apparatus of claim 80 wherein the  
2 user behavior is selection.

- 1 Claim 82 (original): The apparatus of claim 80 wherein the
- 2 user behavior is conversion.

Claims 83-84 (canceled)

- 1 Claim 85 (previously presented): The method of claim 7
- 2 wherein the act of retrieving ads using the ad request
- 3 retrieves ads relevant to any one of the words of the
- 4 generated ad request.

Claim 86 (canceled)